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Study On Tele Marketing

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Abstract- The mobile telephony has brought a revolution of its kind in the field of communication. Telemarketing has emerged as a powerful tool of direct marketing due to rapid growth of mobile telephony. It carries all the benefits of direct marketing but at a much lower cost. India too is witnessing the upsurge in telemarketing with rising number of mobile users. The Indian Mobile subscriber base has increased from approximately 5 million in 2001 to 7 Million in 2010 (Telecom Regulatory Authority of India). The rural teledensity increased from 9.46% at the end of March 2008 to 15.11% at the end of March 2009 and the urban teledensity increased from 66.39% to 88.84% during the same period. In this backdrop it becomes interesting to find out the products and services that are frequently marketed and the products and services that are readily accepted by customers through this medium of marketing. This paper is an attempt to know the perception and attitude of the customers towards telemarketing; benefits derived by the company in the perception of customers and an overall assessment of this marketing tool. Telemarketing has been selected for this paper to understand the role of various social-psychological issues attached to this medium especially in Indian context. The findings of the survey have given mixed response leading to the conclusion that marketers have to work harder to make this tool more effective.

Keywords: Telephone service, customers, financial market, consumer, social-psychological, teledensity.

I INTRODUCTION

The present day society can be rightly called as the mobile information society. The spurt in mobile technology, the boom in mobile sale and the multiplicity of application areas has indeed been unprecedented. The mobile telephony has brought a revolution of its kind in the field of communication. The Indian Mobile subscriber base has increased in size by a factor of more than one hundred since 2001 when the number of subscribers in the country was approximately 5 million to 729.57 Million by November 2010, according to the Telecom Regulatory Authority of India. This number was 429.73 million in March 2009 and 76 million in December 2005. Rural teledensity increased from 9.46% (March 2008) to 15.11% (March 2009) and the urban teledensity increased from 66.39% to 88.84% during the same period. The marketers have taken a lead in utilizing this growth in communication technology to their advantage by resorting to direct marketing regular touch with their customers/potential customers. The mobile phone owners are given a call either, recorded or manual or sms to inform about the company's product/service and promotion schemes there upon.

Objectives

The current paper aims to achieve the following objectives.

1. To investigate the relationship between the perceived and expected service quality among Malaysian consumers,
2. To determine which service quality dimensions are the best predictors.

Human Element in the Service Offerings

Till now, Parasuraman et al. (1988) conceptual model of service quality was considered as the best evaluative tool for the comparison of excellence service encounter by the customer (Rust and Oliver, 1994; Cronin and Taylor, 1994). However, Bitner et al. (1990) proposed in another way and they define the service quality as the consumers' overall impression of the relative inferiority / superiority of the organization and its service offerings. In most of the services, quality occurs during the interaction between the customer and the contact personnel of the service firm. For this reason, the service quality is highly dependent on the performance of

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employees during the service transactions. According to Bitner et al. (1990) the empirical results both from service quality and service satisfaction affirms that the importance of customer, employee interactions are interdependent and the importance of human element in the service transaction is also important. This has been further, supported by close examination of the scale items for each service quality dimensions which reveals that a majority of the service quality items relate directly to the human interaction element of service delivery. Thus, while providing the service the firms should give priority to the human values in developing a better service strategy. The following human values can be taken as guidelines namely, doing something extra and doing it imaginatively are the key elements in the service transaction. Managing the first and the last four minutes of transaction in an impressive manner is another area of concern. In addition, the studies also proved that the customers are ready to pay something more for the excellent services and hence, the price is not the important factor in the service offerings, when we offer imaginatively.

The service quality has become a principal competitive weapon in the service industry. Services by definition are intangible and are also not easily duplicated. Quality on the other hand, is differentiable and stems from the expectations of the customers, Hence, it is necessary to identify and prioritize the customers' expectations for service quality and incorporate these expectations into a service process for improving quality. (Goodman et al., 1986) Thus, understanding customers' expectations will enable the service provider and employees to make a concentrated effort to provide them. Further, what the customer expects from one type of service may not hold good for another service category and hence one should understand the right of expectation in order to provide a right strategy. (Cronin and Taylor, 1992) In other words, what a customer desires from a bank does not necessarily hold good for the telemarketing company. Hence, each service provider should identify their uniqueness in their service offerings.

The key variables in meeting customer expectations begin with identifying the specific characteristics of service quality as perceived by the customer who defines the nature and importance of service quality. In other words, there is a need to identify customer expectations by assessing the importance of each element of service quality and its offerings. As far as the telemarketing is concerned there are two aspects which are considered as important when evaluating its quality they are content and delivery. It is argued that the users of telemarketing services are in a best position to evaluate the service quality because in this transaction both product and also the quality of service (delivery) involved.

Tele Marketing Dimensions

Telemarketing is a practice where a business initiates a absenteeism and low productivity. Hence the challenge lies in setting predictive dealers in a way that shall avoid being a nuisance to potential customers and also in managing the employees. Although information technology has enabled global businesses to flourish, it also becomes one of the major enablers for sophisticated fraud schemes. The computer and network reliant world allows fraudsters to make acquaintance with victims and eventually committing crimes without any face-to-face contact. Since fraudsters are heavily reliant upon modern communication facilities and automatic financial systems, therefore the role of law enforcement agencies is significant to strengthen regulation and law enforcement in the communication industry, establish fraud account reporting and information sharing mechanisms among financial institutions, and provide timely consulting services to citizens. Conducted interviews with 47 people involved in telemarketing fraud. Their family background, educational qualification was studied and their motives for getting involved in fraudulent telemarketing were highlighted. Their class and family backgrounds provided them with high, but ill-defined, expectations for material success. Their preparation for successful conventional careers was unremarkable. As a result, they were predisposed to economic activities that required few credentials but provided a high income. Once involved in and aware of the deviant nature of their endeavors, continuation in fraud was facilitated by the income it produced and the lifestyle it permitted. Selling goods can be different from selling services. This paper aims at crystallizing out the relative effectiveness of telesales versus face-to-face presentation for selling goods versus services on consumer recall, attitude and behavioral I tensions. For services the recall was found to be higher in case of face-to-face presentation; whereas in case of goods face-to-face presentation and telesales have a constant effect. Face-to-face presentation and telesales have a constant effect. Attitude and behavior are more positive for service after telesales presentation than face-to-face presentation. For goods attitude and behavior are more positive after face-to-face presentation as compared to telesales. According to Simon Cooke the Cooke Consultancy, 1996) there are two types of telemarketing outbound and inbound.

Learning Telemarketing

One of the most efficient ways to pursue a career in marketing is to enroll in a marketing education program. These programs teach the core principles of many marketing strategies, including telemarketing, in an environment geared toward professionals who are eager to enter a fast-paced field of business. Students in a marketing program will begin with courses that establish a foundation of best practices for corporate structures and team organization that emphasize communication and critical thinking. These classes will cover financing, time management, the development of research skills, and other subjects vital to functioning in any role on a marketing team. Marketing programs also introduce students to business technology they are likely to encounter in the workplace. This includes learning advanced applications in office suite programs for word processing, database management, and presentation development, as well as becoming familiar with popular information modeling and image editing software. Those interested in telemarketing will have the opportunity to explore customer management systems like Sales Force and learn how to operate modern business phones. Late-program coursework revolves around case studies of real-world marketing campaigns and the hands-on experience of student-run

simulations. These exercises are excellent practice for any student who wants to get a better idea of how to set metrics for the success of a campaign and how to measure expected and actual results from campaign strategies. At this stage, students will be able to see methods like telemarketing in action and use what they learn to enter the job market with valuable skills and concrete knowledge.

Women in telemarketing

Telemarketing, as it was the case with telephone operators, is one of the fields known to be occupied mostly by women. The central reason for hiring women operators lied in the fact that women's work was considered a form of cheap labor female telemarketers earned about one-half to one-quarter of men's wages. It was also highlighted, however, that women were more polite and well-mannered than male operators. Moreover, the calming, more delicate nature of a woman's voice was considered to be women's natural quality. This naturalization led to normalizing the perception of women as telephone operators and consultants, which is currently reflected in the telemarketing.

1. WHY DOESN'T OUR TELEMARKETING WORK?

Most technology companies who need to employ a solution sales approach to close profitable new business use telemarketing for lead generation, either employing their own team or using an external 'telemarketing agency'

Telemarketing is perceived as a low cost, productive way of interacting with many potential customers but the results don't always meet the expectation of providing quality selling opportunities for your sales team.

We hear a number of comments on why telemarketing may not have delivered the desired results:

- "We were passed lots of leads but the quality was low"
- "The appointments we went on didn't actually know what we do or why we were there"
- "My sales person said that it wasn't a qualified appointment"
- "We attended appointments that were not with a real decision maker..."
- "He told me that we called him so many times that he just said yes..."
- "We had a number of leads but we couldn't convert one of them into new business"
- "The agency we used just didn't understand our business or value proposition and couldn't translate this into a call pitch"
- "We knew it was a scatter gun approach when we were travelling all over the country for 1appointment..."
- "The quality and delivery of activity reporting was poor"

Can you relate to some of these comments? Let's look at some of reasons behind these comments and identify what we can do to improve the quality.

2. WHAT'S THE PROBLEM?

It's important that we understand why Telemarketing should be part of an integrated marketing and sales process. If you haven't got an integrated process that is delivering repeatable sales opportunities and new business, then you are already reducing the chances of success. You are almost throwing your money at the task in the hope you'll get some appointments, in the same way the telemarketing agency will throw mud against the appointment wall hoping some of it will stick.

Before worrying about how telemarketing will be delivered as an activity, you need to validate that your value proposition and message is compelling and that you know it works. If you have gained appointments with a target organization at the appropriate level and sold to them, then you know a Telemarketing agency should be able to do the same. If you are outsourcing your Telemarketing to do the same.

II CONCLUSION

The Tele operators can be considered as professional voice users who are at a high risk for developing vocal disorders, since they usually present high indices of vocal symptoms. The most frequent symptom is dry throat. The auditory perceptual and acoustical assessments of voice showed no significant differences in the tele-operators vocal behavior, when the pre and post-workday conditions were compared. Almost 47% of people always ignore any telemarketing call whether through recorded voice, sms or manual calls. Manual calls and smses were more often received as against the recorded ones. Respondents had experienced maximum call on information about new services. 49% respondents in the age group of 25 years and below never wanted to get calls from new vendors whereas 60% respondents of the age group of 25 years and above preferred calls from new vendors sometimes. Majority of the respondents were of the opinion that at times useful and trustworthy information was provided through telemarketing calls and sms. Majority of the respondents did sometimes get influenced by telemarketing calls and sms and made their purchases after getting such information. 60% respondents in the age group of 25 years and below and 53% respondents in the age group of above 25 years were indifferent and did not switch to other vendors if their existing vendors did not call them regularly. 49% respondents in the age group of 25 years and below and 56% respondents in the age group of above 25 years felt that telemarketing calls interrupted privacy. While, 61% respondents in the age group of 25 years and below\ and 53% respondents in the age group of above 25 years found telemarketing calls irritating. 67% respondents believed that telemarketing generated sales for company.

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